DECEMBER
1989

C 77.5-3 A

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '89 vs '88	% INC	
	1989	1988		1989	1988
CHRYSLER	12658	22935	55.19	1.82	2.56
LeBaron	5251	9841	53.42	.76	1.10
New Yorker/Salon	5852	10654	54.93	.83	1.18
5th Ave	188	1842	10.21	.03	.21
Imperial	151	-	-	.01	-
DODGE	28348	44236	64.44	4.18	4.93
Daytona	4613	4027	64.64	.38	.45
Shadow	6536	7856	83.20	.94	.88
Spirit	6205	2298	270.02	.89	.26
Dynasty	8472	11055	76.77	1.21	1.21
Aries	1024	8845	11.58	.15	.99
PLYMOUTH	19388	25832	77.38	2.88	2.88
Horizon	1695	3734	42.76	.23	.42
Sundancer	5729	8448	63.08	.77	.94
Acclaim	7652	2159	354.42	1.09	.24
Reliant	1021	7013	14.56	.15	.78
Laser	2193	-	-	.32	-
EAGLE	4079	5872	68.78	.59	.66
Premier	1329	3373	39.40	.19	.38
Talon	852	-	-	.24	-
CHRYSLER MTRS CORP	60611	98835	66.38	9.46	11.03
FORD	33958	138636	24.49	14.18	15.47
Escort	21143	33362	63.37	3.05	3.71
Probe	8560	10624	80.57	1.23	1.19
Mustang	8586	13500	63.60	1.24	1.51
Tempo	17170	25650	67.00	2.46	2.85
Taurus	25188	32187	78.26	3.63	3.59
Crown Victoria	7436	9704	76.62	1.10	1.08
Thunderbird	6804	8035	84.70	.98	.90
LINCOLN	19050	19477	97.81	2.75	2.17
MERCURY	29119	37366	76.55	4.20	4.24
Topaz	5868	8696	67.48	.85	.97
Sable	7264	9020	80.53	1.05	1.01
Cougar	5486	5960	92.05	.79	.66
Grand Marquis	7226	9524	75.88	1.04	1.06
LINC/MERC DIV	48175	59330	81.20	6.99	6.62
FORD MOTOR CO	142171	198006	71.78	21.17	22.09
BUICK	40423	49257	82.10	5.83	5.49
Skyhawk	356	1849	19.26	.05	.21
Somerset/Skylark	3791	3307	146.22	.55	.44
Century	11544	13500	85.51	1.68	1.50
Regal	7641	9288	48.93	1.65	1.04
Lesabre	10745	10886	98.70	1.55	1.21
Riviera	1477	1816	81.33	.21	.20
Reatta	752	569	132.14	.09	.06
CADILLAC	23221	27459	84.63	3.35	3.06
Allante	301	203	148.28	.04	.02
Eldorado	1980	2885	68.63	.29	.32
Seville	2710	2403	112.78	.39	.27
CHEVROLET	96287	116741	82.48	13.89	13.04
Prizm	10055	435	-	1.45	.06
Celebrity	2760	22154	12.45	.40	2.47
Lumina	17795	-	-	2.57	-
Corsica	11126	13031	85.37	1.60	1.45
Beretta	6623	13122	50.00	.98	1.46
Cavalier	23848	28091	84.90	3.44	3.16
Camaro	4418	10824	40.82	.64	1.21
Corvette	1778	1746	101.83	.26	.19
OLDSMOBILE	37050	57458	64.49	5.34	6.41
Calais	7088	9108	77.82	1.02	1.02
Cutlass Ciera	8273	11731	70.52	1.20	1.30
Cutlass	7866	12092	65.05	1.13	1.35
Toronado	1325	851	155.70	.19	.09
PONTIAC	43364	59223	82.67	6.25	6.72
Sunbird	8120	8111	100.11	1.17	.90
Grand Am	13694	21552	64.47	2.00	2.40
6000	4048	8058	50.24	.58	.90
Bonneville	5829	8678	67.17	.84	.97
Firebird	2450	4497	54.04	.35	.50
Grand Prix	7567	10636	71.15	1.09	1.19
GENERAL MTRS CORP	240366	320128	75.09	34.66	35.72
Misc Domestic	22	18	100.22	-	-
Other Import	23566	27936	84.34	3.54	3.16
U S TOTAL	693629	896536	77.36		

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NEW TRUCK REGISTRATIONS

MAKES	DEC	% INC	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Chevrolet	38944	25.63	1340666	1331291	100.70	26.29	25.55
Chrysler	252	.06	1464	-	-	.03	-
Dodge	47908	11.33	556754	566854	97.18	10.80	10.88
Ford	109051	28.14	1466829	1517356	96.68	28.78	29.12
Freightliner	1800	.46	25123	24009	104.64	.49	.46
G.M.C.	27687	7.14	373254	386864	96.48	7.32	7.42
Hino	161	.04	2156	2054	104.97	.04	.04
Isuzu	10029	2.59	107139	92822	115.42	2.10	1.78
Iveco	201	.05	2211	2715	81.42	.04	.05
Jeep	17150	4.58	246881	245601	101.58	4.88	4.71
John Deere	395	.10	13477	11284	112.69	.38	.33
Kenworth	1659	.42	25228	24328	101.20	.49	.48
Mack/Midliner	1661	.41	2555	3080	66.72	.04	.06
Mercedes Benz	157	.04	3559	2755	122.82	.07	.05
Mitsubishi Fuso	279	.07	77959	84915	91.81	1.53	1.63
Navistar	5731	1.48	1542	-	-	.03	-
Oldsmobile	932	.24	18603	17019	109.31	.36	.33
Peterbilt	1586	.41	181578	190332	96.15	3.60	3.66
Plymouth	16118	3.90	2218	-	-	.04	-
Pontiac	1061	.27	128	144	88.89	-	-
Scania	7	-	1933	1492	129.56	.04	.03
UD	195	.05	1252	1796	69.71	.02	.03
Volvo	120	.03	1470	1448	101.66	.03	.03
Western Star	102	.03	17414	12628	137.92	.34	.24
WHITEGMC	1740	.45	614830	670595	91.69	12.06	12.88
Other Imports	46897	12.10	3712	4548	81.63	.07	.11
Miscellaneous Domestic	243	.06					
U.S. Total:	387616		5100.95	5211.00	97.89		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	771426	527904	23975	2102	167	7065	7684	343
Chrysler	1464	-	-	-	-	-	-	-
Dodge	418775	131975	-	-	-	-	-	-
Ford	715207	677553	-	23536	-	9048	31575	14216
Freightliner	-	-	-	-	-	-	-	25123
G.M.C.	180041	167456	2373	1200	4489	5674	11320	701
Hino	-	-	2244	-	449	484	999	-
Isuzu	95805	-	5247	581	225	635	645	-
Iveco	-	6	1357	499	255	156	-	-
Jeep	248220	761	-	-	-	-	-	-
John Deere	-	8	388	5151	1161	-	-	-
Kenworth	-	-	-	-	-	-	449	19028
Mack/Midliner	-	-	-	-	-	2576	3024	19628
Mercedes Benz	-	-	-	-	-	808	1247	-
Mitsubishi Fuso	-	-	1752	-	696	664	247	-
Navistar	-	-	-	97	149	7514	37870	32329
Oldsmobile	15442	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	737	17866
Plymouth	183578	-	-	-	-	-	-	-
Pontiac	2218	-	-	-	-	-	-	128
Scania	-	-	-	-	-	-	443	-
UD	-	-	528	-	661	301	998	256
Volvo	-	-	-	-	-	-	-	1470
Western Star	-	-	-	-	-	-	-	17414
WHITEGMC	-	-	-	-	-	-	-	-
Other Imports	51294	1884	-	-	-	-	6	2180
Miscellaneous Domestic	702	643	1	-	-	-	-	-
Total:	2271523	1504376	15815	33140	8252	34946	97042	150682
1988 Total:	2356260	1484770	21188	27061	9546	59079	89065	146564
1989 vs '88	96.43	101.4	74.65	122.46	86.44	59.16	108.96	102.81

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	43395	.54	49517	.47
Chevrolet Spectrum/Storm	62601	.64	58288	.68
Chrysler Conquest	5702	.06	9647	.09
Dodge Colt DL/SW	30818	.37	42601	.44
Dodge Colt Vista SW	6317	.07	10275	.10
Eagle Medallion	4579	.05	14654	.14
Eagle Summit	19478	.20	38511	.03
Ford Festiva	53653	.71	67577	.64
GM Lotus	257	-	249	-
L-M MR4	2516	.05	5869	.06
L-M Scorpio	6239	.05	6416	.05
Mercury Capri	-	-	-	-
Mercury Tracer	58641	.60	56726	.54
Plymouth Colt DL/SW	28823	.29	37752	.36
Plymouth Colt Vista SW	6456	.07	9527	.09
Pontiac LeMans	48071	.49	61404	.59
T/C By Maserati	2235	.02	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	408382	4.14	443971	4.24
OTHER IMPORTS				
Acura	142794	1.45	235510	1.24
Audi	19747	.20	24487	.23
BMW	66327	.67	75760	.72
Honda	658052	6.68	662767	6.32
Hyundai	168181	1.71	265272	2.51
Infiniti	8545	.01	-	-
Isuzu	16237	.17	26054	.25
Lexus	10981	.11	-	-
Mazda	225054	2.28	253334	2.42
Mercedes Benz	73679	.75	84570	.81
Mitsubishi	100784	1.02	53547	.51
Nissan	482660	4.90	472088	4.50
Saab	33525	.34	41232	.39
Subaru	156319	1.40	160005	1.53
Toyota	672161	6.82	644887	6.15
Volkswagen	125967	1.28	166512	1.59
Volvo	101223	1.03	98693	.94
Others	74483	.76	99685	.95
Total Other Imports	3130061	31.78	3465307	31.16
GRAND TOTAL ALL IMPORT CARS	3538443	35.92	3709278	35.40

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	30025	.59	53639	1.03
Dodge RAIDER	9430	.18	8107	.16
Chevrolet GEO TRACKER	7308	.14	-	-
OTHER IMPORTS				
Isuzu	99805	1.96	86403	1.68
Mazda	116403	2.28	99070	1.90
Mitsubishi	39922	.78	50771	.97
Nissan	148684	2.92	168947	3.24
Suzuki	27648	.54	62381	1.20
Toyota	272528	5.34	280246	5.38
Volkswagen	4966	.10	6190	.12
Others	4685	.09	3390	.07
Total Other Import Trucks	714641	14.01	757398	14.53
GRAND TOTAL ALL IMPORT TRUCKS	761405	14.93	819144	15.72

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11133842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

DECEMBER 1989 ISSUED 03/90

R. L. POLK & CO.

R.9-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% INC		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	20,332	28,348	71.64	2.26	2.71	283848
LeBaron	9,708	14,051	69.03	.94	1.35	140610
New Yorker/Salon	8,926	9,474	94.22	.91	.90	94741
5th Ave	1,197	3,884	30.82	.12	.37	38848
Imperial	1,467	-	-	.01	-	-
DODGE	45,493	49,641	91.66	4.63	4.74	496416
Daytona	6,671	7,047	94.67	.68	.67	70472
Shadow	8,357	8,925	93.63	.85	.85	89259
Spirit	1,100	2,438	-	.12	.02	2438
Dynasty	11,931	7,883	145.65	1.14	.73	78834
Aries	9,569	10,136	94.39	.96	.98	101368
PLYMOUTH	30,911	33,322	91.50	3.09	3.18	333224
Horizon	3,834	5,977	64.14	.40	.61	59777
Sundance	8,507	8,732	96.18	.87	.83	87320
Acclaim	8,684	227	-	.89	.02	2273
Reliant	10,702	11,524	92.90	1.06	1.06	115242
Laser	1,183	-	-	.12	-	-
EAGLE	7,697	6,230	123.23	.72	.59	62310
Premier	4,094	3,783	108.19	.42	.36	37834
Talon	5,903	-	-	.61	-	-
CHRYSLER MTRS CORP	107,151	111,551	87.97	10.80	11.22	1115518
FORD	16,284	16,778	56.86	16.62	16.26	167785
Escort	5,426	3,932	89.42	3.49	3.67	38492
Probe	1,365	881	136.35	1.18	.85	8812
Mustang	1,676	1,695	96.93	1.67	1.62	16956
Tempo	2,548	2,787	84.17	2.18	2.66	27871
Taurus	3,603	3,769	91.10	3.56	3.60	37697
Crown Victoria	1,043	1,133	95.67	1.10	1.08	11334
Thunderbird	1,201	1,185	101.33	1.21	1.13	11851
LINCOLN	1,937	1,935	101.32	2.01	1.82	19356
MERCURY	4,861	4,813	97.25	4.76	4.59	48139
Topaz	854	859	100.59	.88	.82	8594
Sable	1,227	1,184	95.04	1.21	1.12	11814
Cougar	997	1,024	94.71	1.01	.98	10242
Grand Marquis	1,768	1,516	96.38	1.81	1.00	15160
LINC/MERC DIV	6,796	6,948	96.34	6.87	6.63	69487
FORD MOTOR CO	23,080	23,726	91.51	23.49	22.63	237287
BUICK	5,606	5,784	94.06	5.58	5.52	57852
Skyhawk	1,719	2,580	66.79	1.68	2.25	26080
Somerset/Skylark	6,768	5,803	109.87	6.65	5.55	58037
Century	11,758	11,385	104.19	11.58	11.24	113383
Regal	7,915	12,321	64.37	7.81	11.78	123211
Lesabre	14,428	13,563	106.37	14.45	12.97	135637
Riviera	1,919	1,128	171.13	1.89	1.11	11289
Reatta	1,929	1,991	203.67	1.90	1.04	3893
CADILLAC	27,297	25,972	104.44	26.75	24.88	259772
Allante	3,112	3,191	97.68	3.07	3.05	31911
Eldorado	3,055	3,076	99.15	3.01	2.93	30766
Seville	21,130	22,184	106.52	20.77	21.21	221844
CHEVROLET	135,485	146,963	92.19	133.15	140.53	1469632
Prizm	10,478	496	-	10.29	.47	496
Celebrity	14,835	25,244	58.79	14.57	24.14	252447
Lumina	10,548	-	-	10.36	-	-
Corsica	19,467	19,476	99.82	19.12	18.62	194709
Beretta	14,578	18,018	80.89	14.32	17.23	180181
Cavalier	30,780	30,696	99.51	30.23	29.36	306969
Camaro	9,815	9,907	99.06	9.64	9.47	99072
Corvette	2,815	2,928	99.51	2.77	2.80	22928
OLDSMOBILE	60,702	70,849	85.68	59.63	67.76	708449
Calais	9,660	10,484	92.48	9.49	10.03	104843
Cutlass Ciera	13,451	23,552	82.44	13.21	22.53	235522
Cutlass	10,593	11,212	90.81	10.41	10.72	112127
Toronado	976	1,505	64.87	.96	1.44	15054
PONTIAC	69,537	75,959	91.55	68.31	72.65	759594
Sunbird	10,258	8,209	125.06	10.08	7.85	82090
Grand AM	20,623	22,605	92.23	20.26	21.62	226053
6000	6,959	9,675	71.79	6.84	9.25	96750
Bonneville	8,939	10,705	83.51	8.78	10.24	107055
Firebird	5,666	5,721	96.94	5.56	5.47	57421
Grand Prix	11,458	9,733	117.24	11.26	9.31	97733
GENERAL MTRS CORP	348,161	377,654	92.20	341.71	361.04	3776548
Misc. Domestic	94	166	56.36			166
Other Import	313,261	326,592	95.91	31.78	31.16	3265907
U.S TOTAL	985,261	1047993	94.01			10479931

UNITED STATES SUMMARY

CONSUMER TIMING IN THE CAR MARKET, R. L. Polk's new study answers this question and more!

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